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(b) receiving, from the first user, one or more user data items indicative of an action in response to said combined data being presented;

one or more user response processing modules for one or more of: evaluating an effectiveness of said corresponding presentation, and obtaining another one of said advertising presentations for providing to said combiner, said processing modules receiving said one or more user data items.

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224. (New) The method of Claim 223, wherein said interactive informational service includes a playing of a game, wherein a portion of the network used for communications between said service providing computational system and the first user includes a portion of the Internet, and further including a means for generating a value determined using said user data, wherein said value is provided to a party requesting a first of said advertising presentations be presented to the users accessing the Internet.

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an advertising selector for determining, for each of a plurality of users, a corresponding advertising presentation, from a plurality of advertising presentations, to present to the user at a corresponding node of the network, wherein each of at least some presentations of said corresponding advertising presentations is unrequested and is used for presenting information about at least one of a product and a service;

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a service providing computational system for providing a first of the users with a requested corresponding instance of the informational service, wherein the instance includes a plurality of user interactions, via the network, with the service providing computational system;

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E | a combiner for obtaining combined data, wherein said combined data is a result of combining said corresponding advertising presentation with data for displaying at least a portion of said corresponding instance, said corresponding advertising presentation including at least one network link for identifying another presentation related to said corresponding advertising presentation, said network link associated with a corresponding one or more locations on a display of said corresponding advertising presentation, wherein a user input indicative of at least one of said locations activates said network link for presenting said another presentation;

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wherein said service providing computational system provides substantially a same informational content regardless of which of said advertising presentations are combined therewith;

a network interface for (a) and (b) following:

(a) transmitting, via the network, said combined data to the first user for display during user interactions with said corresponding instance;

3 225. (New) A method of playing a game, comprising:

generating electronic game tokens for playing the game, said game tokens played in instances of the game to affect outcomes of the instances;

5 receiving player identification data prior to at least a first player playing the game, wherein said identification data is used to identify information related to the first player in subsequent instances of the game;

E first playing a first instance of the game interactively with the first player and a substantially electronic game playing module, wherein said game playing module plays a first sequence of said game tokens;

10 second playing a second instance of the game interactively with a second player and said game playing module, wherein said first and second game instances overlap in time, and wherein said game playing module plays a second sequence of game tokens when playing said second instance of the game;

15 wherein said first and second sequences have at least one different game token in at least one identical game token position, in each of said first and second sequences; and

presenting to the first player, during said first instance, an advertisement capable of changing to a different advertising presentation when the first player responds to said advertisement, wherein said change to said different advertising presentation does not change an availability to subsequently perform game plays of said first instance.

d 226. (New) The method as claimed in Claim 225, wherein one or more of:

(a) said token representations are useful for playing one or more of the following games:

E blackjack, poker, pia gow, craps, and roulette; and

(b) said game tokens include token representations of one or more of: cards, and dice.

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227. (New) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:
communicating with a server network node that provides network access to one or more games
capable of being played using communications on said network;
E playing one of said games using communications between a first user node and said server network node;
presenting a first presentation at said first user node, wherein said first presentation is presented between two plays of the game and wherein said first presentation is capable of being replaced by a different second presentation without changing a play of the game;
detecting an action in response to said first presentation;
transmitting a data item indicative of said action to a second network node not contacted for the playing of the game with the user;
conducting a network communication between the user and the second network node, in response to said data item, for information related to the purchase of at least one of: a product and a service.

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228. (New) The method as claimed in Claim 227, further including, in response to said step of detecting, a step of identifying a network address of the second network node without the user inputting the network address.

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229. (New) The method as claimed in Claim 228, wherein said step of identifying includes activating a hyperlink.

8 230. (New) The method as claimed in Claim 227, further including a step of
subsidizing the user's access to said network.

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9 231. (New) A method of advertising on the Internet, comprising:
activating by an Internet accessible user node, an instance of an interactive service
available at a first Internet accessible node via a first Internet connection;
first presenting a first presentation, via the Internet, to a user at said user node, during
5 Internet interactions between the user and the service, wherein said first presentation identifies at
least one of a purchasable product and a purchasable service; and wherein said first presentation
is: unrequested by the user, and substantially unrelated to a performance of the service by the
user;

transmitting data, via an Internet communication, indicative of an action by the user in
10 response to said step of first presenting;
receiving, via the Internet, a second presentation for presenting to the user, wherein said
second presentation is determined using said data, said second presentation also identifying one of
a purchasable product and a purchasable service; and
second presenting to the user said second presentation during the first Internet connection.

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232. (New) The method as claimed in Claim 231, wherein said step of activating the
service includes providing an Internet transmission to a second Internet accessible node, wherein
said second Internet accessible node performs at least said first presenting step; and
said second Internet accessible node includes an Internet website that at least one of:

- 5 (a) provides said first Internet connection;
(b) provides an offer to subsidize said first Internet connection;

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- (c) stores information on said first Internet accessible node for use in a second Internet connection different from said first Internet connection; and
 - (d) stores information related to the user for selecting an advertising presentation for presenting to the user.

233. (New) The method as claimed in Claim 231, wherein the service is one or more

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of:

- (a) a game; and
- (b) substantially any service available on the Internet through an Internet service provider by which the user accesses the Internet, such that when the user connects to the Internet, said Internet service provider provides a communication to a predetermined website that subsequently transmits said first presentation to said user node.

1234. (New) A method for providing advertising related information while playing a game on a communications network, comprising:

contacting a game playing network node by a user at a user network node;

5 initiating an instance of the game by the user at the user network node, wherein the instance includes a plurality of user plays;

first receiving one or more advertising related presentations by the user for presentation during a playing of the instance of the game, wherein for at least a duration of time between a pair of some of the user plays, a first of said one or more advertising presentations is presented at

10 the user network node, wherein said first advertising related presentation was not presented to the user during the instance of the game between a different pair of some two of the user plays,

wherein at least one of said advertising related presentations is interactive and has network node identifying information for accessing an additional network node different from said game playing network node, said additional network node having an additional presentation responsive to a user input to said at least one advertising related presentation;

transmitting for said at least one advertising related presentation, user response data to said additional network node, wherein said user response data is related to one or more responses by the user to said at least one advertising related presentation;

second receiving by the user network node another advertising related presentation

20 providing additional information about a product or service advertised in said at least one advertising related presentation.

13 235. (New) The method of Claim 234, wherein one or more of:

(a) said at least one advertising related presentation includes a hyperlink for said network

node identifying information; and

(b) said first advertising related presentation and said at least one advertising related

presentation are identical.

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14 236. (New) A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet, the following steps are performed:

first transmitting, from the user, an Internet request for contacting a providing node of the

5 Internet, said providing node provides access to one or more display presentations for a service
with which the user desires to interact, wherein said request has associated therewith an Internet
address for contacting the providing node, and wherein said interactive service is interactive via
the Internet with the user;

10 first receiving, via the providing node, said one or more display presentations for
presenting on at least a portion of a display of a user node by which the user accesses the Internet;

15 first presenting, by the user node, overlapping with a display of at least one of the display
presentations, a first one or more advertising presentations for providing information related to
one or more of a product and a service, wherein said first one or more advertising presentations
are received via the Internet in response to Internet transmissions by the providing node, and
displayed on at least a portion of said display;

20 second presenting, by the user node over time, one or more additional advertising
presentations, each said additional advertising presentation for providing information related to
one of a product and a service, wherein each of at least most of said additional advertising
presentations is: (a) received via the Internet in response to Internet transmissions by the
providing node, and (b) displayed on at least a portion of said display without the user providing
an input subsequent to said steps of first transmitting, first receiving and first presenting to which
said one or more additional advertising presentations are responsive provided;

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second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data; second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

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15 237. (New) The method of Claim 236, wherein one or more of:

- (a) said step of second presenting includes periodically transmitting via the Internet one of said additional advertising presentations to said user node;
- (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;
- (c) said forced display is in exchange for subsidizing a cost related to accessing the Internet, wherein said subsidizing the cost related to accessing the Internet includes one of: a subsidy of an Internet access charge, and free access to the Internet;
- (d) said first advertising presentations is one of: (i) received from the providing node as part of the at least one display presentation, and (ii) received from an Internet site providing for the forced exposure of said first advertising presentations on said display;
- (e) said destination Internet link information includes a hyperlink for accessing said destination Internet node;
- (f) said destination Internet node is an Internet site for a sponsor of said advertising presentation to which said action by the user is responsive; and

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(g) said display presentations are related to a game, and said providing node includes an Internet web site for determining at least one play of said game.

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~~238.~~ (New) The method of Claim ~~236~~, wherein said providing node is not said destination node, and said destination Internet link information is not indicative of said providing node being said destination node.

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~~239.~~ (New) The method of Claim ~~236~~, wherein one or more of:

5 (a) at least one of said steps of first and second presenting is in response to a communication: (i) from said providing node connecting the user to the Internet, and (ii) to some Internet node so that said some Internet node transmits one or more of: said first advertising presentations, and said additional advertising presentations to the user node;

10 (b) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the user is a response;

10 (c) further including a step of third presenting said another presentation on said Internet user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting.

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~~240.~~ (New) The method of Claim ~~236~~, wherein said step of second presenting includes presenting at least one of said additional advertising presentations overlapping with a display of at least one of said display presentations.

241. (New) A method of advertising on the Internet, comprising:

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for each of one or more users accessing the Internet, the following steps are performed:

receiving, at an Internet providing node and from a user node by which the user accesses

the Internet, an Internet request for one or more display presentations of an interactive service,

5 wherein said request has associated therewith an Internet address for contacting the providing

node, and wherein said interactive service is interactive via the Internet between said providing

node and the user;

transmitting to the user node, in response to said Internet request

(a) and (b) following:

10 (a) said one or more display presentations of said service for presenting on at least a portion of a display for the user node, and

(b) one or more advertising presentations, wherein a first of said advertising presentations is also displayed on at least a portion of said display with at least one of said display presentations;

15 wherein, over time, one or more additional of said advertising presentations are presented on at least a portion of said display without the user providing an input having a corresponding next response that presents said one or more additional advertising presentations;

20 wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information, provided in said step of transmitting, for contacting said destination node with said data.

242 (New) The method of Claim 241, wherein one or more of:

20 (a) said step of second presenting includes periodically transmitting via the Internet one of said additional advertising presentations to said user node;

5 (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) said display presentations are related to a game;

(d) said first advertising presentation is one of (i) and (ii):

E / (i) received from the providing node as part of the at least one display presentation, and

10 (ii) received from an Internet site providing for the forced exposure of said first advertising presentation on said display;

(e) said forced exposure of said first advertising presentation is in exchange for subsidizing a cost related to accessing the Internet, wherein said subsidizing the cost related to accessing the Internet includes one of: a subsidy of an Internet access charge, and free access to the Internet;

15 (f) said providing node is an Internet website;

(g) at least one of said steps of first and second presenting are in response to a communication:

20 (i) from an Internet service provider connecting the user to the Internet, and

(ii) to some Internet node so that said some Internet node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the user node;

25 (h) said destination Internet link is used for providing a hyperlink for accessing said destination Internet node;

(i) further including a step of third presenting said another presentation on said Internet user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting;

30 (j) said destination Internet node is an Internet site for a sponsor of said at least one advertising presentation to which said action by the user is responsive; and

(k) further including a step of the user registering at the providing node prior to receiving said one or more presentations.

2) 243. (New) A method of advertising on a network, comprising:

for each of one or more users accessing the network, the following steps are performed:

5 first transmitting, from the user, a corresponding request for accessing a providing node of the network, said providing node provides one or more interactive display presentations, wherein said request has associated therewith a network address for identifying the providing node;

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10 first receiving, from the providing node via the network, said one or more interactive display presentations for presenting on at least a portion of a display of a user node by which the user accesses the network, and wherein said interactive display presentations are interactive, via the network, between the user and said providing node;

15 first presenting, by the user node, concurrently with at least one of the interactive display presentations, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is received via the network from some node of the network, and displayed on at least a portion of said display;

20 second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is:

(a) received via the network from said some node, and

25 (b) displayed on at least a portion of said display without the user providing an input that causes said additional advertising presentation to be displayed;

second transmitting, via the network, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted:

25 (i) from said user node, and

(ii) to a destination node of the network, said destination node identified at said user node by a destination network address used for transmitting said data;

second receiving, via the network, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said step of second transmitting.

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244. (New) The method of Claim 243, wherein one or more of:

6 (a) said step of second presenting includes periodically transmitting one of said additional advertising presentations to said network user node;

5 (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) at least a portion of said network used in one of said steps first and second receiving and first and second transmitting includes the Internet;

10 (d) at least a portion of said network used in one of said steps first and second receiving and first and second transmitting communicates using TCP/IP as a network protocol;

(e) said network providing node and said some network node are at a same Internet site;

(f) said Internet site provides Internet communications via the network to said network user node so that the user can play an interactive game using the Internet communications;

15 (g) said step of first receiving includes interacting with an Internet informational service accessible from the network providing node when said interactive display presentations are displayed at said network user node;

(h) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the user is a response;

20 (i) said network address includes Internet addressing information for use in routing the request through the Internet to said network providing node;

(j) said step of second presenting includes presenting at least one of said additional advertising presentations concurrently with at least one of said interactive display presentations;

(k) said at least one interactive display presentation includes an output from a game instance;

25 (l) said destination network address is used by a hyperlink for accessing said destination network node;

(m) further including a step of third presenting said another presentation on said network user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting;

30 (n) said destination network node is an Internet site for a sponsor of said advertising presentation to which said action by the user is responsive;

(o) said destination network node is an Internet site identical to one of: said network providing node, and said some network node.

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245. (New) The method of Claim *243*, wherein at least one of said steps of first and second presenting is in response to a communication: (a) from an Internet service provider connecting the user to the network, and (b) to said some network node so that said some

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network node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the network user node.

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246 246. (New) A method for providing advertising related information while playing a game on the Internet, comprising:

5 contacting a game playing Internet site by a user at a user Internet station;

E 5 transmitting user identification information prior to the user playing an instance of the game, wherein said user identification information is used to identify additional personal information related to the user for use during at least one subsequent instance of the game;

10 initiating said at least one instance of the game by the user at the user Internet station, wherein said at least one instance includes a plurality of user plays;

15 first receiving, by the user, one or more advertising related presentations for presentation during a playing of said at least one instance of the game, wherein at least one of said advertising related presentations accesses Internet site identifying information for contacting an additional Internet site different from said game playing Internet site, said additional Internet site having an additional presentation responsive to input by the user to said at least one advertising related presentation;

transmitting, for said at least one advertising related presentation, user response data to said additional Internet site, wherein said user response data is indicative of one or more inputs by the user to said at least one advertising related presentation; and

20 second receiving, by the user Internet station, another advertising related presentation providing additional information about a product or service advertised in said at least one advertising related presentation.

25 247. (New) A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet, the following steps are performed:

5 providing, by the user, information for a subsidized Internet access from an Internet service provider;

connecting, by the user, to the Internet via said Internet service provider;

first receiving, from a first Internet site via the Internet, a first transmission of one or more advertising presentations for presenting on at least a portion of a display of a user node by which the user accesses the Internet, wherein said first transmission is in response to first said step of connecting;

10 first presenting, by the user node, concurrently with at least one of the advertising presentations, a collection of one or more Internet presentations from one or more Internet sites different from said first Internet site;

15 second receiving, by the user node over time, one or more additional advertising transmissions for presenting to the user concurrently with said collection of Internet presentations, each said additional advertising transmission for providing information related to one of a product and a service, wherein each of at least most of said additional advertising transmissions is: (a) received via the Internet from said first Internet site, and (b) displayed on at least a portion of said display independently of the user providing a corresponding request to said first Internet site;

20 second transmitting, via the Internet, data indicative of an action by the user in response to a presentation of one of said first and said additional advertising transmissions, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said

destination node identified at said user node by destination Internet link information used for transmitting said data;

second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

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248. (New) The method as claimed in Claim 247, wherein said Internet service provider and said first Internet site have a same Internet address.

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249. (New) A method of playing a card game, comprising:

generating electronic card representations for playing the card game;

receiving player identification information prior to at least a first player playing the card

5 game wherein said identification information is used to identify additional information related to
the first player for use in subsequent instances of the card game;

first playing a first instance of the card game between the first player and a substantially
electronic game playing module, wherein said game playing module is dealt a first sequence of
said card representations;

10 second playing a second instance of the game between a second player and said game
playing module, wherein said first and second card game instances overlap in time and wherein
said game playing module is dealt a second sequence of card representations for playing said
second instance of the card game;

15 wherein said first and second sequences dealt to the game playing module have at least
different card representations in at least one identical card representation position, in each of said
first and second sequences.

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250. (New) A method of playing a card game as claimed in Claim 249, further
including using a result from a completion of said first instance in determining an acceptability of a
play by the first user in a third instance of the card game subsequent to said first instance.

~~29~~ 251. (New) A method as claimed in Claim ~~250~~²⁸, wherein said step of using includes comparing a requested wager by the first user with an acceptable wager limit, wherein said wager limit is dependent on results from previous instances of the card game played by the first user.

~~30~~ 252. (New) A method of playing a card game as claimed in Claim ~~251~~²⁹, further including a step of providing consideration in order to play the card game.

~~31~~ 253. (New) A method of playing a card game as claimed in Claim ~~252~~³⁰, wherein said step of providing consideration includes registering at an Internet web site.

~~32~~ 254. (New) A method of playing a card game as claimed in Claim ~~249~~²⁷, wherein said step of receiving includes providing data related to one or more of: an age, a sex, a financial status, a location of residence, e-mail address, an educational level, a marital status, an amount of recreational time, a personal taste, a personal habit, size of household, a number of children.

~~33~~ 255. (New) A method as claimed in Claim ~~249~~²⁷, wherein said game playing module communicates said card representations via a communications network.

~~34~~ 256. (New) A method of playing a card game as claimed in Claim ~~249~~²⁷, wherein advertising is displayed via the communications network to at least one of said first and second users.

~~35~~ 257. (New) A method as claimed in Claim 249, wherein said game playing module is accessible from an Internet web site and said first and second players play the card game with said game playing module using differently addressed Internet nodes for accessing said web site.

~~36~~ 258. (New) A method as claimed in Claim 249, wherein said card representations provided to the first player in said first game instance are interspersed between card representations from said first sequence provided in said first game to said game playing module.

~~37~~ 259. (New) A method as claimed in Claim 249, wherein card representations provided to the second player in said second game instance are interspersed between card representations from said first sequence.

~~38~~ 260. (New) A method as claimed in Claim 249, wherein card representations provided to the first player are not played by said second player.

~~39~~ 261. (New) A method as claimed in Claim 249, wherein a probability of said first and second sequences having identical card representations is substantially equal to chance.

~~40~~ 262. (New) A method as claimed in Claim 249, wherein said step of first playing includes a plurality of requests by said first player for card representations prior to said step of second playing commencing.

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263. (New) A method as claimed in Claim 262, wherein said step of generating includes outputting a different substantially random card representation when a card representation is provided.

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264. (New) A method as claimed in Claim 249, wherein said step of generating includes providing, after a predetermined time interval, a next one of said card representations as a card representation eligible for play.

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265. (New) A method as claimed in Claim 264, wherein said predetermined time interval is less than approximately two seconds.

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266. (New) A method as claimed in Claim 249, wherein said receiving step includes a step of receiving an encoding of a player identification from a player identification input device for the first player.

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267. (New) A method as claimed in Claim 266, wherein said step of receiving an encoding includes supplying player identification provided on a storage medium that can be electronically read.

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268. (New) A method of playing a card game as claimed in Claim 249, further including a step of providing consideration in order to play the card game.

~~41~~ ⁴⁶ 269. (New) A method of playing a card game as claimed in Claim ~~268~~, wherein said step of providing consideration includes registering at an Internet web site.

~~48~~ ²⁷ 270. (New) A method of playing a card game as claimed in Claim ~~249~~, wherein said step of receiving includes providing data related to one or more of: an age, a sex, a financial status, a location of residence, e-mail address, an educational level, a marital status, an amount of recreational time, a personal taste, a personal habit, size of household, a number of children.

271. (New) A method of playing a card game electronically, comprising:
generating one or more card representations for playing the card game;
first playing a first instance of the card game between a first player and a game playing
module, wherein the first player receives a first sequence of card representations;
second playing a second instance of the card game between a second player and the game
playing module, wherein said first and second card game instances overlap in time, and wherein
the second player receives a second sequence of card representations;
wherein, for an initial series of one or more plays by said first player using said first
sequence, when said second player also initially plays said initial series of one or more identical
plays using said second sequence, then for corresponding identical plays by said first and second
players, their corresponding hands of card representations are identical.

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272. (New) The method of any one of the Claims 225, 249, or 271, wherein for
substantially every play of said first instance by the first player, there is a corresponding
transmission on a communications network between said game playing module and said first
player, wherein said corresponding transmission occurs prior to a subsequent game play by the
first user within said first instance.

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273. (New) A method as claimed in Claim 271, wherein said first and second players
are playing in a same card game tournament.

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274. (New) A method as claimed in Claim 271, wherein a card hand for the game
playing module when playing with the first player and a card hand for the game playing module

when playing with the second player are identical for each play of said initial series of plays played by the first and second players.

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~~275. (New) A method as claimed in Claim 271, wherein said step of first playing includes reading an identification card with a card reader for identifying the first player.~~

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~~276. (New) A method as claimed in Claim 271, wherein assuming said second player also initially plays said initial series, for each play of said initial series of one or more identical plays, a card hand for the game playing module when playing with the first player is identical to a corresponding card hand for the game playing module when playing with the second player.~~

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~~277. (New) A method as claimed in Claim 271, wherein different card hands for said first and second players are a result of a different play by said first and second players.~~

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~~278. (New) A method as claimed in Claim 271, wherein said step of first playing occurs in a casino.~~

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579. (New) A method of playing a card game, comprising:
receiving at a destination node, via a communications network, player identification
information prior to at least a first player playing the card game, wherein an address for the
destination node is used by the first player for transmitting said player identification information to
said destination node;

generating card representations for playing said card game with at least the first player and
a second player, wherein the first and second players obtain card representations via transmissions
from a common address of a communications network;

10 first transmitting of plays to a first player in a first game of said card game, wherein a first
collection of one or more of said card representations is transmitted to the first player through the
communications network;

15 second transmitting of plays to a second player in a second game of said card game,
wherein a second collection of one or more of the card representations is transmitted to the
second player through the communications network;

wherein said first and second collections are transmitted to said first and second players
during an overlapping time period;

20 ceasing to transmit card representations to the first player before said first game is
completed;

continuing to transmit card representations to the second player after said step of ceasing;
terminating the playing of said second game with the second player;

subsequently continuing to transmit one or more card representations to the first player, to play said first game in response to the first player requesting an additional collection of one or more card representations;

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commencing to transmit card representations to the second player for playing a third game of said card game, wherein a third collection of one or more card representations is transmitted to the second player and wherein the transmissions of the card representations for said additional collection and said third collection overlap in time.

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58 280. (New) A method as claimed in Claim 279, wherein said communications network provides card representations to at least the first player, via the Internet, from a card providing Internet accessible node, wherein the following additional steps are included:

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transmitting, via the Internet, from the card providing Internet accessible node, first information related to communications between (a) the card providing Internet accessible node, and (b) a first Internet accessible node from which the first player communicates with the card providing Internet accessible node;

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wherein said first information is capable of being used in subsequent Internet communications between the card providing Internet accessible node and the first Internet accessible node;

causing said first information to be stored on the first Internet accessible node so that it is available in subsequent different Internet connections by the first player.

5 281 (New) A method as claimed in Claim 280, wherein said first information is a program for receiving advertisement information from said card providing Internet accessible node.

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282 (New) The method of Claim 280 further including a step of receiving, via the Internet, at the card providing Internet accessible node, second information indicative of said first information being present on said first Internet accessible node when said first player has disconnected the first Internet accessible node from the Internet and subsequently reconnected to the Internet.

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283 (New) A method as claimed in Claim 282, further including a step of maintaining a status of each of said first and second games so that each of said first and second games are played with a same effect as if the other of said first and second games were not being played.

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284 (New) A method as claimed in Claim 279, wherein said step of generating is performed by a card representation generating module for supplying card representations to both the first and second players.

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285 (New) A method as claimed in Claim 279, wherein said card game is blackjack.

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286 (New) A method as claimed in Claim 285, further including a step of receiving a request from the first player to stand and a request from the second player for a hit, when the first

and second players are provided with a same card representation for their respective blackjack card hands.

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287. (New) A method as claimed in Claim ~~285~~, further including a step of playing a dealer's blackjack hand in each of said first and second games, wherein one of said card representations dealt to the first player in said first game is also dealt to the dealer's blackjack hand in said second game.

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288. (New) The method as claimed in Claim ~~279~~, wherein said step of ceasing is for a time period determined by the first player, and wherein at least one of: (a) during said step of ceasing a card representation that is available for transmission to the first player becomes unavailable; and (b) said step of continuing does not change a sequence of card representations received by any other player receiving one or more generated card representations.

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289. (New) A method as claimed in Claim ~~288~~, wherein said step of first transmitting includes transmitting from one of: a World Wide Web server and an Internet interface.

~~68~~ 290. (New) A method as claimed in Claim ~~279~~, further including repeatedly performing the following steps:

determining, for at least one of said first and second players, a corresponding opponent's play that is responsive to a play made by the at least one player, and

5 presenting, via a transmission on the communications network, a presentation of the corresponding opponent's play to the at least one player.

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291. (New) A method as claimed in Claim 290, wherein for the at least one player, said corresponding opponent's play is a dealer's play.

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292. (New) A method as claimed in Claim 290, wherein said opponent's play is determined without manual intervention during said opponent's play.

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293. (New) A method as claimed in Claim 290, wherein said step of presenting includes combining said representation of the corresponding opponent's play with an advertising presentation for presentation to the at least one player.

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294. (New) A method as claimed in Claim 293, wherein said step of combining includes choosing the advertising presentation using personal information supplied by the at least one player.

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295. (New) A method as claimed in Claim 294, wherein said personal information includes one or more of: a name, an address, an e-mail address, an age, a sex, a financial status, a location of residence, a marital status, a size of household, a number of children, an educational level, an amount of recreational time, personal tastes, personal habits, and information related to interactions on the communications network.

74 296. (New) A method as claimed in Claim *293*, wherein said step of combining includes determining a first advertising presentation for said first player and a different second advertising presentation for said second player in at least one situation.

75 297. (New) A method as claimed in Claim *299*, wherein at least one of said card representations is selectable by one of:

- (a) at most one of said first and second players, and
- (b) each player during a predetermined time period that said at least one card

5 representation is provided as eligible for play.

76 298. (New) A method as claimed in Claim *297*, wherein each said predetermined time is less than approximately two seconds.

77 299. (New) A method as claimed in Claim *299*, wherein for a first card representation of said first collection, there is a corresponding identical second card representation in said second collection, wherein the first card representation and the corresponding second card representation are obtained from a same generated card representation.

78 300. (New) A method as claimed in Claim *299*, wherein an address of a node providing access to the network for at least one of said first and second players is different from said common address.

~~301.~~ (New) A method as claimed in Claim 279, further including a step of communicating electronically card game information between a module for generating said card representations and said first player playing said first game, wherein the first and second steps of transmitting transmit via a same local area network that connects to a first game playing node used by the first player, and a second game playing node used by the second player.

~~302.~~ (New) A method as claimed in Claim 279, wherein said step of generating includes repeatedly providing a substantially random card representation, wherein each said substantially random card representation is eligible for play for one of:

- (a) a corresponding predetermined time period, and
- (b) at most one of said first and second players.

~~303.~~ (New) A method as claimed in Claim 279, further including a step of receiving an encoding of a player identification from a player identification input device for the first player before commencing said first game, said player identification device receives said encoding from an identification card.

~~304.~~ (New) A method as claimed in Claim 279, further including a step of changing a time limit for accepting an input from said first player when said first player desires to change a speed of said first game.

305. (New) A method as claimed in Claim 279, further including a step of providing a ranking of players of said card game in response to a request from said first player for information related to a ranking of said first player in comparison to other players playing said card game.

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306. (New) A method as claimed in Claim 279, wherein said step of first playing includes inputting, by said first player, a request for one of said card representations, wherein said request is transmitted using a connection to the Internet that is provided at one of: a reduced charge, and free of charge.

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307. (New) A method as claimed in Claim 279, wherein said step of first playing includes storing a current configuration of said first game, wherein said current configuration is accessible using player identification data provided with each request for wagering by said first player.

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308. (New) A method as claimed in Claim 279, further including a step of determining whether a wager by said first player is acceptable.

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309. (New) A method as claimed in Claim 279, further including a step of communicating: (a) interactive advertising, and (b) gaming information related to said card game from a site for distributing said gaming information to said first player, wherein said step of communicating is performed using one of Internet transmissions, cable television transmissions, and local area network transmissions.

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310. (New) A method of playing a game on the Internet, comprising:
receiving player identification at a game playing Internet accessible node (GPIAN) for first
and second players;

5 transmitting, via the Internet, from the GPIAN, first information related to
communications between: (a) the GPIAN, and (b) a first Internet accessible node from which
the first player communicates with the GPIAN;

10 wherein said first information is utilized in subsequent Internet communications between
the GPIAN and the first Internet accessible node;

15 causing said first information to be stored on the first Internet accessible node so that it is
available in subsequent different Internet connections by the first player;

20 receiving, via the Internet, at the GPIAN, first responsive information indicative of said
first information being present on said first Internet accessible node;

25 first playing with the first player a first game, wherein one or more game play
representations are transmitted to the first player via the first Internet accessible node;

30 second playing with the second player a second game, wherein one or more game play
representations are transmitted to the second player and from the GPIAN while the first player is
playing the first game;

35 playing of a third game between said GPIAN and the second player, wherein a third
collection of one or more game play representations is transmitted to the second player, and
wherein the transmissions of the game play representations for the third collection and the first
collection overlap in time;

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wherein said step of receiving at the GPIAN occurs when the first player has reconnected the first Internet accessible node to the Internet after said first information has been stored on the first Internet accessible node and said first Internet accessible node has disconnected from the Internet.

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311. (New) A method as claimed in Claim 310, further including a step of providing the first player with a game play ranking of the second player.

90 312 (New) A method of playing a card game, comprising:
generating card representations for playing said card game;
first playing, by a first player in a first game of said card game, a first collection of one or
more of said card representations transmitted through a communications network;
changing a time limit for accepting an input from said first player when said first player
desires to change a speed of said first game.

91 313. (New) A method as claimed in Claim 312, further including a step of second
playing, by a second player in a second game of said card game, a second collection of one or
more of said card representations transmitted through the communication network;
wherein said first and second games overlap in time.

92 314. (New) A method as claimed in Claim 313, further including a step of providing
the first player with a game play ranking of the second player, said ranking dependent upon an
outcome of a plurality of games of said card game played by the second player.

93 315. (New) A method as claimed in Claim 313, further including:
receiving a request for terminating, by the second player, said second game;
continuing to receive, from the first player, responses to play said first game by requesting
one or more of said card representations;
commencing, by the second player, to play a third game of said card game, wherein a third
collection of one or more of said card representations is received by the second player and

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wherein reception of said card representations for said additional collection and said third
collection overlap in time.

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27 316 (New) A method for providing advertising related information while playing a game on a communications network, comprising:

5 performing the following substeps (A1) through (A2) for each of a plurality of users:

(A1) providing, in response to a request on the communications network by the user, access to an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

10 (A2) transmitting one or more advertising related presentations to the user for presentation during a playing of the instance of the game, wherein for at least a duration of time between a pair of some of the user plays, a first of said one or more advertising related presentations is presented to the user, wherein said first advertising related presentation was not presented to the user during the instance of the game between a different pair of some two of the user plays, and wherein for at least one of said advertising related presentations, (a) and (b) following hold:

15 (a) said at least one advertising related presentation has associated therewith network linking information identifying a corresponding one of a plurality of nodes connected to the communications network, said network linking information being identical for transmissions of said at least one advertising related presentation for at least most of the users; and

20 (b) said at least one advertising related presentation is capable of providing a responsive transmission for transmitting on the communications network, corresponding data related to one or more responses by the user to said at least one advertising related presentation;

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providing advertising related information to a first advertiser for said at least one advertising related presentation, wherein said advertising related information is obtained using said corresponding data for said at least one advertising presentation.

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317. (New) A method as claimed in Claim 316, wherein said step of transmitting occurs during at least a portion of a presentation of the instance of the game, and said network linking information is used in providing a hyperlink to said corresponding node.

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318. (New) A method as claimed in Claim 316, further including a step of determining a perceived effectiveness of said at least one advertising related presentation using said corresponding data received from said responses from at least some of the one or more users.

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319. (New) A method as claimed in Claim 318, wherein said perceived effectiveness of said at least one advertising related presentation includes one or more of the following:

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(a) a measurement related to a number of the users to which said at least one advertising related presentation is displayed,

(b) a measurement related to a number of times said at least one advertising related presentation is displayed to some of the users,

(c) a measurement related to a number of favorable responses by the users to said at least one advertising related presentation, and.

10 (d) a measurement related to a number of promotionals provided to the users, said promotionals related to at least one product or service of said at least one advertising related presentation.

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320. (New) A method as claimed in Claim ~~319~~, further including a step of charging the first advertiser using at least one of said measurements (a) through (d) of Claim ~~319~~. 30

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321. (New) A method as claimed in Claim ~~316~~, further including a step of obtaining a first amount of information from the user prior to said step of transmitting.

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322. (New) A method as claimed in Claim ~~321~~, wherein said step of obtaining includes one of: receiving registration information at an Internet web site, and personal information about the user.

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323. (New) A method as claimed in Claim ~~316~~, wherein one of said advertising related presentations includes information related to one of: one or more products, one or more services, and information for influencing the user.

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324. (New) A method as claimed in Claim ~~316~~, further including a step of determining a measurement related to a number of times to which the users provide a response to one of said advertising related presentations, wherein said response requests additional information.

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36 ~~105~~ 325. (New) A method as claimed in Claim 316, further includes one or more of the following steps:

- (a) comparing a first measurement indicative of an interest by the one or more users in one of said advertising related presentations with a second measurement of an interest by the one or more users in a second advertising related presentation of said advertising related presentations for determining an effectiveness of said one advertising related presentation in comparison to at least an effectiveness of said second advertising related presentation;
- (b) determining a characterization of the users that are responsive to said one advertising related presentation; and
- 10 (c) determining a measurement for said one advertising related presentation, wherein the measurement relates to a length of time said one advertising related presentation is displayed to the one or more users.

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37 ~~106~~ 326. (New) A method as claimed in Claim 316, wherein said one or more responses by the user include an answer to at least one question presented to the user.

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38 ~~105~~ 327. (New) A method as claimed in Claim 316, wherein said step of initiating includes providing the user with an option to play one of: blackjack, craps, roulette, poker, baccarat, and pai gow.

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39 ~~106~~ 328. (New) A method as claimed in Claim 316, further including the steps of: generating card representations for playing the game;

first requesting, by a first of the one or more users, a first collection of one or more of said card representations when playing a first instance of the game by the first user;

5 initializing a second instance of the game with a second of the users for playing said second instance of the game;

second requesting, by the second user, a second collection of one or more of said generated card representations, wherein said first and second steps of requesting overlap in time.

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(New) A method as claimed in Claim 316, wherein said game includes at least one of the following attributes:

- (a) an element of chance;
- (b) a total number of possible game plays is capable of being determined before playing the game; and
- (c) there is an opponent to at least one of the users.

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(New) An apparatus as claimed in Claim 329, wherein said opponent deals a playing token to the one user.

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(New) A method as claimed in Claim 316, wherein said network overlaps with one of an Internet network, an interactive cable television network, and a local area network.

43 10332. (New) A method for providing product or service information while playing a game using a communications network, comprising:

performing the following substeps (A1) through (A3) for each of a plurality of users:

(A1) receiving, at a first network site, a communications network request from the user to play a corresponding instance of the game, wherein the corresponding instance includes a plurality of user plays, wherein for each of at least some of game play network transmissions to the user for said plays, said transmission is dependent upon a most recent previous network transmission from the user, and at least some of said game play transmissions have different visual displays for different users;

(A2) providing for presentation to the user, at a second network site, one or more presentations for presentation during a playing of the corresponding instance of the game, wherein between some two of the user plays there is one of said one or more presentations presented to the user, wherein said presentations are for relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;

wherein said step of providing includes the following substep (A3):

(A3) transmitting, to the second network site, at least one of said presentations having a capability for (i) and (ii) following: (i) receiving data, wherein said data is related to one or more responses by the user to said at least one presentation presented to the user, and (ii) transmitting, in response to an action by the user, said data on the communications network to a predetermined network site, using a network identity for the predetermined network site available at the second network site,

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wherein said network identity does not identify said first network site as said predetermined network site;

wherein said data is used for selecting a second presentation for presenting to the user during said corresponding game instance.

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(New) A method as claimed in Claim ~~332~~, wherein there is a pair of user plays wherein said one or more presentations are not presented.

~~45~~ ⁴⁵ ~~11~~
~~334~~

(New) A method as claimed in Claim ~~332~~, wherein said game includes an element of chance.

~~40~~ ⁴⁰ ~~11~~
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(New) A method as claimed in Claim ~~332~~, wherein said game includes a total number of possible game plays that is capable of being determined before playing the game.

~~47~~ ⁴⁷ ~~11~~
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(New) A method as claimed in Claim ~~332~~ wherein for said game there is at least one opponent to at least one of the users.

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(New) A method as claimed in Claim ~~336~~, wherein said at least one opponent deals a playing token to the user.

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49 146 338. (New) A method as claimed in Claim 332, wherein said communications network overlaps with one or more of an Internet network, an interactive cable television network, and a local area network.

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50 147 339. (New) A method as claimed in Claim 332, further including a step of obtaining a first amount of information from the user prior to said step of providing, wherein said step of obtaining includes registering at an Internet web site.

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51 148 340. (New) A method as claimed in Claim 332, said step of providing includes a step of matching the user with said at least one presentation by comparing user supplied information with information supplied by an advertiser of said at least one presentation.

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52 149 341. (New) A method as claimed in Claim 340, wherein said step of matching includes comparing information obtained from the user with a demographic profile for determining said second presentation to be provided to the user.

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53 150 342. (New) A method as claimed in Claim 332, further including a step of ceasing to transmit a first of said presentations to the user, and ceasing to transmit a particular category of presentations of said presentations to the user.

54xzt 343. (New) The method of Claim 332, further including for each of users, the steps of:
receiving at said first network site transmitted plays of said corresponding game instance
5 played by the user; and

transmitting responses to said received plays, wherein for each of at least most of the users
having overlapping corresponding game instances, said responses of each are transmitted free of
any game synchronization constraints with at least most of the other users.

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~~§ 6 123~~ 345. (New) A method as claimed in Claim ~~344~~, further including a step of receiving
said data at said corresponding site during the instance of the game.

~~§ 7 124~~ 346. (New) A method as claimed in Claim ~~344~~, further including a step of providing, to
a first of said users, supplemental information related to a compensation to the first user for
providing one or more of said responses.

~~§ 8 125~~ 347. (New) A method as claimed in Claim ~~344~~, wherein said network overlaps with
one of an Internet network, an interactive cable television network, and a local area network.

~~§ 9 126~~ 348. (New) A method as claimed in Claim ~~344~~, wherein at least one of said responses
includes obtaining some of the following information related to the user: a name, an address, an
e-mail address, an age, a financial status, an educational level, a marital status, a size of
household, a number of children, an amount of recreational time, personal tastes, and a sex.

~~§ 10 127~~ 349. (New) A method as claimed in Claim ~~344~~, further including a step of storing
information related to one of: whether one of said plurality of presentations has been presented to
a first of the one or more users, and a time when said one presentation was presented to the first
user.

61 350. (New) An apparatus for playing a game using the Internet, and providing a presentation related to at least one of a product and a service during the game, comprising:

5 a game playing engine, accessible via a first Internet site, said engine capable of playing a game with each of a plurality of users, each of said plurality of users at a corresponding Internet accessible station, wherein communications on the Internet are used;

G 10 a controller for controlling network game play transmissions to the Internet accessible stations, wherein between some two plays at a first of the Internet stations during a playing of the game with a first of the users, at least one presentation of a plurality of presentations is presented using presentation information transmitted by said controller via the Internet, and wherein said presentation information includes: (a) advertising information concerning at least one of: a corresponding product and a corresponding service, (b) Internet linking information identifying an additional presentation to be obtained from a second Internet site, (c) a capability for allowing said at least one presentation to receive one or more data items related to one or more actions by the first user directed to said at least one presentation, and (d) a capability to transmit, upon activation of said Internet linking information by the first user, said one or more data items to said second Internet site;

15 wherein one or more user response processing modules at the second Internet site uses data obtained from said one or more data items for at least one of: evaluating an effectiveness of said at least one presentation, determining another of the presentations for transmitting to the first user, providing a product to the first user, providing a service to the first user, purchasing the corresponding product by the first user, and purchasing the corresponding service by the first user.

~~62 129~~ 351. (New) An apparatus as claimed in Claim ~~350~~, wherein said game is a game of chance.

~~63 130~~ 352. (New) An apparatus as claimed in Claim ~~350~~, wherein a total number of possible game plays of said game is capable of being determined before playing the game.

~~64 131~~ 353. (New) An apparatus as claimed in Claim ~~350~~, wherein said game is a game having an opponent.

~~65 132~~ 354. (New) An apparatus as claimed in Claim ~~353~~, wherein said opponent plays the game interactively with the user.

~~66 133~~ 355. (New) An apparatus as claimed in Claim ~~353~~, wherein said opponent is another player.

~~67 134~~ 356. (New) An apparatus as claimed in Claim ~~353~~, wherein said opponent deals a game playing token to the user.

~~68 135~~ 357. (New) An apparatus as claimed in Claim ~~353~~, wherein said game is interactive between the user and said game playing engine.

358 (New) An apparatus as claimed in Claim *350*, further including:

69 130 a profile repository for storing one or more demographic profiles, each said demographic profile describing a corresponding group of one or more game playing users, including the first user, for presenting, via the network, one or more presentations used for identifying products or services.

61 70 131 (New) An apparatus as claimed in Claim *358*, wherein at least one of said demographic profiles includes data for identifying said corresponding group according to one or more of:

an age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

71 138 (New) An apparatus as claimed in Claim *358*, further including one or more modules for categorizing the first user according to data indicative of network interactions by the first user, wherein said indicative data includes one of: a characterization of network sites accessed by the first user, one or more types of advertising for which the first user requests additional information and a risk tolerance of the first user.

72 139 (New) An apparatus as claimed in Claim *350*, wherein, for the first user, said one or more user data items are used to enhance a user profile for the user within a user data repository.

~~1340~~ 362. (New) An apparatus as claimed in Claim 350, wherein said network uses one of
an Internet connection, an interactive cable television connection, and an intranet connection.

~~144~~ 363. (New) An apparatus as claimed in Claim 350, wherein said at least one presentation includes one or more questions for the first user.

~~142~~ 364. (New) An apparatus as claimed in Claim 350, wherein some of said one or more data items are determined using one of:

- (a) a detection of an activation of a hyperlink by the first user, and
- (b) a determination of a length of time that one of the presentations is visible to the user.

~~143~~ 365. (New) An apparatus as claimed in Claim 350, further including:
a means for combining said at least one presentation with a game play by the game playing engine into a combined output; and
a means for transmitting through the Internet, said combined output to the first Internet station.

~~144~~ 366. (New) An apparatus as claimed in Claim 365, wherein said means for combining includes a means for specifying said combined response in a hypertext markup language.

78 ~~143~~ 367. (New) An apparatus as claimed in Claim ~~365~~, wherein said means for transmitting includes a World Wide Web server for accessing the Internet.

79 ~~145~~ 368. (New) An apparatus as claimed in Claim ~~350~~, wherein one or more said data items for the first user includes user information related to one or more of:

an age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

80 ~~147~~ 369. (New) An apparatus as claimed in Claim ~~350~~, wherein said controller includes a selector engine for comparing a desired user profile with data provided by the users via the Internet.

81 ~~148~~ 370. (New) An apparatus as claimed in Claim ~~350~~, wherein said game playing engine includes a game controller for playing one or more of blackjack, poker, craps, roulette, baccarat and pai gow.

82 ~~149~~ 371. (New) An apparatus as claimed in Claim ~~350~~, wherein said game playing engine includes a wager accounting module for determining an acceptability of a user requested wager.

83 ~~150~~ 372. (New) An apparatus as claimed in Claim ~~350~~, wherein said first Internet station includes a network browser for communicating with the Internet site for playing the game.

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~~84~~ ~~151~~ 373. (New) An apparatus as claimed in Claim ~~372~~, further including:

a presentation receiving module operatively connected to said network browser at the first Internet station, said presentation receiving module for receiving an unrequested presentation not combined with any game playing response by the game playing engine.

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~~85~~ ~~152~~ 374. (New) An apparatus as claimed in Claim ~~373~~, wherein said presentation receiving module includes a daemon for detecting said unrequested presentation.

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~~86~~ ~~153~~ 375. (New) An apparatus as claimed in Claim ~~373~~, further including:

an advertiser repository including data related to a measurement of a preference of the first user for one of said presentations, and an advertised item;
wherein said advertiser repository is accessible for transmitting said at least one presentation to the first Internet station.

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~~87~~ ~~154~~ 376. (New) An apparatus as claimed in Claim ~~350~~, wherein:
said at least one presentation provides for conducting a transaction for a purchase of an advertised item presented at the first Internet station.

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~~88~~ ~~155~~ 377. (New) An apparatus as claimed in Claim ~~350~~, wherein:

said first Internet station accesses the Internet via an Internet service provider;
wherein said service provider is a casino.

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378. (New) A method of presenting at least one of a product and a service while playing one or more games on a network, comprising:

for each of a plurality of users the following steps (A1) through (A3) are performed:

(A1) first determining, in response to a network request by the user, a particular presentation, from a plurality of presentations, to present to the user at a corresponding user node of the network, wherein said presentations are used for presenting information about at least one of a product and a service, and said particular presentation includes addressing information for a destination site of the network for receiving user responses to said particular presentation;

(A2) playing, with the user, a corresponding instance of one of the games, wherein the instance includes one or more user plays and wherein for each of at least most of the users playing the game concurrently, a different display of tokens for the game is presented from that displayed to most other users;

(A3) first presenting to the user during the playing of a portion of the corresponding instance, said particular presentation via the network;

15 wherein a data item indicative of an action in response to said particular presentation is transmitted to said destination site wherein said data item is used for one of:

evaluating an effectiveness of said particular presentation, selecting another presentation for presenting to the user, providing a product, providing a service to the user, purchasing a product, purchasing a service, and providing information for influencing the user on a predetermined issue.

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- 90 ~~157~~ 379. (New) A method as claimed in Claim ~~378~~, further including:
second determining for the user a different presentation, from the plurality of presentations, to present to the user at the corresponding user node of the network;
second presenting to the user during a different portion of the corresponding instance, said
different presentation.

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- 91 ~~158~~ 380. (New) A method as claimed in Claim ~~378~~, wherein the corresponding instance played by the user is played according to a predetermined set of rules indicating how an instance of the game is to be played.

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- 92 ~~159~~ 381. (New) A method as claimed in Claim ~~378~~, wherein the corresponding instance played by the user is an instance of a game of chance.

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- 93 ~~160~~ 382. (New) A method as claimed in Claim ~~378~~, wherein a total number of possible distinct game plays of the corresponding instance played by the user is capable of being determined before playing the game instance.

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- 94 ~~161~~ 383. (New) A method as claimed in Claim ~~378~~, wherein said instance is an instance of a game having an opponent.

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- 95 ~~162~~ 384. (New) A method as claimed in Claim ~~383~~, wherein said opponent plays the instance of the game interactively with the user.

96/63 385. (New) A method as claimed in Claim 383, wherein said opponent is another user. *Hot 94*

97 400 386. (New) A method as claimed in Claim 383, wherein said opponent deals a playing token to the user. *Hot 94*

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98-100-387. (New) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

5 accessing the network by a first user via a first network service provider, and by a second user via a different second network service provider;

communicating by each of the first and second users with a network site that provides network access to one or more games capable of being played using communications on said network, wherein each of said first and second users use a common network address for communicating with said network site;

10 playing a first instance of one of said games using communications between said first user and said network site;

presenting a first presentation to the first user, wherein said first presentation is displayed between some two plays of the instance and wherein said first presentation provides information about a product or service;

15 replacing said first presentation by a second presentation for display to the first user between a different two plays of the first instance of the game, wherein said second presentation provides information about a product or service;

detecting an action by the first user in response to one of said first presentation and said second presentation;

20 transmitting one or more data items indicative of said action to a particular network site corresponding said one presentation;

receiving another presentation for presenting to the first user during a playing of the game instance, said another presentation responsive to said step of transmitting.

99 Note 388. (New) A method as claimed in Claim 387, wherein said network site is said particular network site. *165 98*

100 167 389. (New) A method as claimed in Claim 387, wherein a reversing of an ordering of display of said first and second presentations does not affect a playing of said first game instance. *165 98*

10/168-390. (New) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

providing access to the network via a first user node;

5 communicating with a second network node that provides network access to one or more games capable of being played using communications on said network;

transmitting game plays, via the network, between said first user node and said second network node for one of said games;

presenting a first advertising presentation to said first user node, wherein said first advertising presentation is presented during a first instance of the game and wherein said first advertising presentation is capable of being replaced by a different second advertising presentation;

detecting an action in response to said first advertising presentation by said first user node during the first instance of the game;

15 first transmitting a data item indicative of said action on said network;

second transmitting to said first user node, another advertising presentation, wherein said another advertising presentation is determined using said data item.

10/169-391. (New) A method as claimed in Claim 390, wherein said first presentation is capable of being replaced by said second presentation in the game instance and the game instance is capable of being played in an identical manner regardless of which of said first and second presentations is presented.

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x70 392 (New) The method as claimed in Claim 390, wherein one or more of (a), (b) and
(103 (c) following:

5 (a) said step of presenting includes presenting said second advertising presentation in a different game instance from said first instance, wherein an outcome of said first instance of the game is substantially unrelated to which advertising presentation of a plurality of advertising presentations is presented as said first advertising presentation in said step of presenting;

E (b) said step of second transmitting includes selecting said another advertising presentation by at least one of (i) and (ii) following:

10 (i) accessing stored data indicative of network communications by the first user prior to said step of first transmitting; and

(ii) determining whether the first user qualifies to receive a particular advertising presentation as said another advertising presentation;

15 (c) said step of first transmitting includes transmitting said data items to one of: said second network node, and another network node for determining said another advertising presentation.

XFT 393 (New) A method of viewing a presentation related to one of a product and a

104 service while playing a game on a network, comprising:

communicating with a server network node that provides network access to one or more games

5 capable of being played using communications on said network;

playing one of said games using communications between a first user node and said server
network node;

11 presenting a first presentation at said first user node, wherein said first presentation is
presented between two plays of the game and wherein said first presentation is capable of being

10 replaced by a different second presentation without changing a play of the game;

detecting an action in response to said first presentation;

transmitting a data item indicative of said action to a second network node;

providing, in response to said data item, information related to the purchase of at least one
of a product and a service.

172 394 394. (New) A method of presenting an Internet presentation, comprising:
105 providing a first presentation, via the Internet, to a user Internet accessible node; activating, in response to an Internet request by the user via an Internet connection to the user Internet accessible node, an instance of a first Internet service, wherein said first presentation is presented at least during an interval between Internet transmissions for two user inputs to the instance of the first service, and said first presentation is not presented in response to an Internet input by the user, during said Internet connection, and wherein said first presentation provides information relating to at least one of a purchasable product and a purchasable service;

E 10 receiving data, via a communication on the Internet, indicative of an action by the user in response to said first presentation being presented to the user, wherein said communication uses an Internet address, available at the user Internet accessible node, for determining a destination of said data;

15 determining a second presentation for presenting to the user, wherein said second presentation is determined using said data, said second presentation also providing information relating to one of a purchasable product and a purchasable service;

transmitting to the user, via the Internet, said second presentation for presenting to the user during said Internet connection,

106 173 395. (New) A method as claimed in Claim *394*, wherein said first service includes the capability of playing one or more games on the Internet, and said activation is an instance of playing one of the games interactively with the first Internet accessible node.

~~128~~ ~~396~~ ^{173 106} (New) A method as claimed in Claim ~~395~~, wherein said game has predetermined
~~107~~ rules of how the game is played and at least one of the following attributes:

- 5 and
- (a) an element of chance;
 - (b) a total number of game plays is capable of being determined before playing the game;
 - (c) there is an opponent to at least one player of said game.

~~108~~ ¹⁷⁵ ~~397~~ ^{172 104} (New) A method as claimed in Claim ~~394~~, further including a step of determining one of: a number of times the first presentation is presented, a number of positive responses to the first presentation, and a number of purchasable products or purchasable services sold using the first presentation.

~~109~~ ¹⁷⁶ ~~398~~ ^{172 104} (New) A method as claimed in Claim ~~394~~, wherein the communication between the first Internet accessible node and the second Internet accessible node uses a TCP/IP protocol.

~~110~~ ¹⁷⁷ ~~399~~ ^{172 104} (New) A method as claimed in Claim ~~394~~, further including a step of generating a value from said data, wherein said value is provided to a party requesting said first presentation be presented to users accessing the Internet.

~~111~~ ¹⁷⁸ ~~400~~ ^{177 110} (New) A method as claimed in Claim ~~399~~, wherein said step of generating includes determining one of: a number of times the first presentation is presented, a number of

positive responses to the first presentation, and a number of purchasable products or purchasable services sold via the first presentation.

112-179-401 (New) A method of providing a presentation to each of one or more users of a communications network, comprising:

performing for each of the one or more users, steps (A1) through (A3) following:

5 (A1) providing access to a network server node for allowing network access to a network service, wherein said network server node presents one or more interactive service presentations to each user: (a) during an activation of the network service from a network client node via the network, and (b) substantially asynchronously from most other users, said interactive service presentations providing interactive communications between the user and said network server node via the network;

10 (A2) presenting concurrently with the interactive service presentations at the network client node, a first advertising presentation for providing information related to one of a purchasable product and a purchasable service, wherein said first advertising presentation is transmitted during the activation of the network service, and said first advertising presentation is capable of being replaced by a different, second advertising presentation for presenting during the activation of the network service, and wherein at least one of said service presentations for presenting on the network client node is determined without regard to which one of said first and second advertising presentations are also transmitted to the user for concurrent presentation;

15 (A3) receiving data, via a communication on the network, indicative of an action by the user in response to said step of presenting; and

20 evaluating, using said data, an effectiveness of at least one of said first and second advertising presentations.

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113 180 402 (New) A method as claimed in Claim 401, wherein the activation includes playing
an instance of a game.

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114 181 180 113
403. (New) A method as claimed in Claim 402, wherein at least some of said service presentations concurrently presented with said first advertising presentation include data indicative of a game play for said instance of the game.

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115 182 112
404. (New) A method as claimed in Claim 401, wherein said step of evaluating includes determining one of: a measurement related to positive responses to said first advertising presentation by the one or more users, a measurement related to negative responses to said first advertising presentation, a comparison of a measurement of an effectiveness of said first advertising presentation with measurement of an effectiveness of another advertising presentation, a measurement related to a number of a saleable product or saleable service sold to the users interacting with the network service, and a measurement related to a number of promotions of a saleable product or saleable service requested by the users interacting with the network service.

183 405. (New) A method of providing a presentation on a network, comprising:
116 activating, in response to a request by a user, a service accessible from a first node of the
network, wherein one or more interactive service presentations are presented to the user during
5 an activation of the service by a network user node from which the user accesses the network, at
least some of said interactive service presentations transmits communications on the network
between said first node and said user node;

E presenting concurrently with the service presentations at the user node, a first advertising
presentation for providing information related to one of a product and a service, wherein said first
10 advertising presentation is transmitted on the network for display during the activation of the
service, and a display of said first advertising presentation is capable of being replaced by a display
of a different, second advertising presentation during the activation of said service, wherein at
least one of said service presentations, for presenting on the user node, is determined without
regard to which one of said first and second advertising presentations is presented concurrently to
15 the user with the at least one service presentation;

wherein said first advertising presentation includes network link data that includes a
network identifier identifying another presentation at a second node of the network different from
said first node, and wherein said first advertising presentation is activated for requesting said
another presentation by the user providing an input related to a position of a display of said first
20 advertising presentation.

17 184 405. (New) A method as claimed in Claim 405, wherein said second network node is
said network server node.

118 115 407. (New) A method as claimed in Claim 405, wherein said step of presenting includes
transmitting on one of the Internet, a cable network and a local area network.

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119 116 408. (New) A method as claimed in Claim 405, wherein said step of activating
includes providing access to a game playing engine during the activation of the network service.

120 181409. (New) A method of providing a presentation on a network, comprising:
activating a network service accessible from a first network node via the network, wherein
one or more interactive service presentations are presented to a user during an activation of the
network service by a network user node from which the user accesses the network;

5 inputting, by the user, service related information during a presentation of the service
presentations for transmitting said information, via the network, to said first network node during
the activation of the network service;

E1 presenting concurrently with the service presentations at the network user node, a first
presentation for providing information related to one of a product and a service, wherein said first
10 presentation is transmitted for display during the activation of the network service, and a display
of said first presentation is replaced by a different, second presentation during the activation of
said network service substantially independently of any user input, wherein at least one of said
service presentations for presenting on the network user node is determined without regard to
which one of said first and second presentations is presented concurrently with the at least one
15 service presentation to the user;

wherein said first advertising presentation includes network link data that includes a
network identifier identifying another presentation;

activating, by the user, said first presentation for requesting said another presentation,
wherein the user provides an input related to a position of a display of said first advertising
20 presentation;

presenting said another presentation at the network user node;

providing product or service purchasing data to said another presentation; and
receiving the product or service in response to said step of providing.

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121 188-410. (New) A method of providing information regarding products or services on the Internet, comprising:

transmitting, via the Internet, from a first Internet accessible node, first information for storing at a second Internet accessible node, wherein said first information is capable of being utilized in subsequent Internet communications between the first Internet accessible node and the second Internet accessible node;

wherein for each of a plurality of subsequent different Internet connections by the second Internet accessible node, the following steps (a) and (b) are performed during the subsequent different Internet connection:

10 (a) receiving, via the Internet, at the first Internet accessible node, second information from said second Internet accessible node, said second information indicative of at least a presence of said first information;

(b) causing, via one or more Internet transmissions from said first Internet accessible node, one or more of a plurality of presentations to be transmitted to said second Internet accessible node when a presence of said first information is detected on said second Internet accessible node;

15 wherein the following (i) through (iii) occur during at least one of said subsequent different Internet connections:

20 (i) an instance of said one or more of the presentations are transmitted during an activation of a desired Internet service accessible via said first Internet accessible node, wherein said activation is activated by a user at the second Internet accessible node for substantially immediate interaction therewith,

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- (ii) a display of at least a first of said instance presentations is replaced by a display of a different second of said instance presentations, and
(iii) substantially all outputs from the activation of the desired Internet service, in response to Internet transmissions from the second Internet accessible node related to the activation, are determined without regard to which of said instance presentations is displayed at the second Internet accessible node.

*122-89**188-121*

411. (New) A method as claimed in Claim 410, wherein the activation includes a playing of a game, wherein said game is played according to a predetermined set of rules, and said game is at least one of: a game of chance, a game having an opponent, and a game having a total number of possible distinct game plays that is capable of being determined before playing the game.

5

*123-90**188-121*

412. (New) A method as claimed in Claim 410, wherein:

(a) the first Internet accessible node is one of (i) and (ii) following: (i) an Internet service provider for the user, and (ii) a website contacted by an Internet service provider for the user when the Internet service provider is used by the user for connecting to the Internet,

5

(b) the second Internet accessible node is used by a user in accessing the Internet, and
(c) said presentations include advertisements of products and services.

~~124 413~~ ^{191 123} (New) A method as claimed in Claim ~~412~~, further including a step of registering, via the Internet, the user at the first Internet accessible node, wherein user identification data for identifying the user is stored in a data storage that is accessible, on demand, by a process that services Internet requests via the first Internet accessible node.

~~125 412~~ ^{191 124} (New) A method as claimed in Claim ~~413~~, wherein when the user accesses the desired Internet service via the first Internet accessible node, said step of causing includes presenting at least a first of said presentations concurrently with a display for the desired Internet service, wherein said first presentation advertises a product or service.

~~126 413~~ ^{188 121} (New) A method as claimed in Claim ~~410~~, wherein said first information includes an encoding of a program for receiving unrequested transmissions of said one or more presentations at the second Internet accessible node.

~~127 415~~ ^{193 126} (New) A method as claimed in Claim ~~415~~, wherein said second information includes a status indicative of an activation of said program.

~~128 417~~ ^{188 121} (New) A method as claimed in Claim ~~416~~, wherein said step of receiving includes verifying, using said second information at the first Internet accessible node, that said first information has a predetermined configuration.

196 418. (New) A method of playing a game on a communications network, comprising:
receiving, at a game playing node of the network, a request for selecting a pace of play of
an instance of the game by a first user at a first node of the network;
first transmitting game plays between said game playing node and the first user using
5 network communications between the game playing node and the first node, wherein at least a
second user has played an instance of the game; and
transmitting to the first node a ranking of said second user, wherein the ranking is
indicative of a proficiency of the second user in playing the game.

197 419. (New) A method as claimed in Claim 418, wherein said step of transmitting
includes receiving a request from the first player for viewing the ranking.

198 420. (New) A method as claimed in Claim 418, wherein the game includes at least one
of the following attributes:
(a) an element of chance;
(b) a total number of possible game plays, is capable of being determined before
5 playing the game; and
(c) there is an opponent to at least one of the users.

199 421. (New) A method as claimed in Claim 418, wherein said step of receiving includes
changing the pace of play during the instance of the game.

~~200-422.~~ (New) A method of playing a card game, comprising:
receiving player identification information prior to at least a first player playing the card
game;
generating card representations for playing said card game with at least the first player and
5 a second player, wherein the first and second players obtain card representations from a source
node of a communications network accessed by a common communications network address;
first playing, with a first player in a first game of said card game, wherein a first collection
of one or more of said card representations is transmitted to the first player;
second playing, with a second player in a second game of said card game, wherein a
10 second collection of one or more card representations is transmitted to the second player, wherein
said first and second card representation collections are transmitted to said first and second
players during an overlapping time period;
terminating the playing of said second game with the second player;
commencing to transmit card representations to the second player for playing a third game
15 of said card game, wherein a third collection of one or more card representations is transmitted to
the second player during said third game, and wherein the transmissions of the card
representations for said first collection for playing said first game, and said third collection for
playing said third game overlap in time.

129 ~~261~~ ~~423~~ (New) A method for providing product or service information while playing a game, comprising:

performing the following substeps (A1) through (A4) for each of one or more users:

- 5 (A1) initiating an instance of the game for playing by the user, wherein the instance includes a plurality of user plays, wherein said instance uses transmissions on a communications network;
- 10 (A2) presenting over time a plurality of presentations to the user during a playing of the instance of the game, wherein said presentations are presented independently of user input, and wherein said presentations are for relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;
- 15 (A3) transmitting data by the communications network from the user to a site on the communications network, wherein said data is related to one or more responses by the user to at least one of said presentations presented to the user; and
- (A4) receiving from said network site, a second of said presentations for presenting to the user, wherein said second presentation is determined using said data.

130202E424. (New) A method for providing information regarding products or services while playing a game using a network, comprising:

performing the following substeps (A1) through (A3) for each of one or more users:

5 (A1) providing, at a network site on said network, access to a plurality of presentations

for presenting to the user, wherein said presentations provide at least one of: (a) information about one or more purchasable products or services and (b) a capability for receiving a response from the user related to one or more purchasable products or services;

10 (A2) initiating an instance of the game for playing by the user using the network;

(A3) causing a display, using transmissions via the network, of one or more of said presentations to the user during a playing of the game instance, wherein there is at least one corresponding presentation of said presentations displayed to the user to which the user is able to enter a response, said response including an input by the user for activating a hyperlink on a display of said corresponding presentation, wherein said hyperlink, when identified by user input, activates a display of an additional presentation;

receiving, via said network, data related to one or more of the responses by the users to said hyperlinked additional presentations; and

20 using said data from said one or more users for one of: evaluating an effectiveness of at least one of said presentations, determining another of said presentations for transmitting to the user, providing a product to the user, providing a service to the user, and charging an advertiser of one of said presentations.

203 ~~425~~ (New) A method of playing a game on a communications network, comprising:
receiving at a game playing node on the network, a contact by each of a plurality of users,
via a corresponding node on the network for the user, for initiating a corresponding instance of
the game between the game playing node and the user's corresponding node, and at least some of
said instances overlap in time;

E/ 5 transmitting game plays between said game playing node and a first of the users, for the
corresponding instance of the game;

transmitting from the game playing node to the corresponding node of the first user, the
ranking of a second of the users, wherein said ranking is indicative of a proficiency of the second
10 user in playing the game, and said ranking is updated to present a change in said ranking while the
first user is playing the game.

204
~~426.~~ (New) A method as claimed in Claim 425, further including a step of receiving, at
the game playing node, from the first user via the corresponding network node, a request for a
ranking of the second user.

- ~~205-427. (New) A method of playing a game on a communications network, comprising:~~
- first receiving, from each of a plurality of users via a corresponding node for the user on the network, a contact at a game playing node on the network, so that each of the users initiates a corresponding instance of the game between the game playing node and the user's corresponding node, and at least some of said instances overlap in time;
- second receiving, at the game playing network node from a first of the users via the first user's corresponding network node, a request for selecting a pace of play of the corresponding game instance;
- playing, by the first user, the corresponding instance of the game with the game playing node at the pace selected by the first user.

206 428. (New) A method of providing a presentation on a network, comprising:

131 activating a network service accessible at a first network node, via the network, wherein one or more interactive service presentations are presented to a user during an activation of the network service by a network user node from which the user accesses the network, and an interactive content is provided by at least one of said service presentations, said content concerning the service;

5 receiving, at the first network node and during the activation of the network service, network transmissions from the user node for one or more interactions between the user and said 10 interactive service presentations concerning said interactive content;

15 responding, by the first network node, to at least one of said network transmissions prior to receiving some next one of said network transmissions from the user;

determining a particular one of a plurality of advertising presentations wherein said 15 advertising presentations are used for presenting to the user information about at least one of a product and a service, and wherein said particular presentation includes network link data for identifying another presentation related to said particular presentation, said network link data associated with a corresponding one or more positions on a display of said particular presentation;

20 providing, for display concurrently with a display of at least some said interactive content of the service presentations at the network user node, said particular advertising presentation, wherein a display of said particular advertising presentation is activated for providing said another presentation to the user when the user provides an input identifying one of said one or more positions on a display of said particular presentation, and wherein said interactive content is

substantially unaffected by which of said advertising presentations is identified in said step of determining as said particular presentation.

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429. (New) A method as claimed in Claim ²⁰⁶ 428, wherein said step of activating includes one of: (a) activating an instance of a game as at least a portion of the network service, and (b) accessing a first Internet site as said first network node, wherein a second Internet site different from said first Internet site performs said step of providing.

- 208
430. (New) An apparatus for playing a game on a network, comprising:
a display area for electronically displaying an instance of the game to a first user;
an input area for allowing the first user to input a game play;
a communications network connection for communicating, on a network, game related information, between: (a) one or more of said display and said input area, and (b) an addressable node on said network accessible by a network address available to said apparatus;
wherein a plurality of users communicate with said addressable node for playing instances of the game; and
10 wherein between at least a majority of game plays by the first user, there is a game play related network transmission via said communications connection; and
a game speed of play control for allowing the first user to control the pace of the instance of the game.

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431. (New) An apparatus as claimed in Claim 430, wherein said game speed of play control is capable of reducing and increasing an allotted time within which the first user must input a game play.

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432. (New) An apparatus as claimed in Claim 430, further including a card reader, wherein when an identification card for identifying the first user is inserted therein, data identifying the user is communicated to the game controller.

211 433. (New) An apparatus as claimed in Claim 430, wherein said input area includes a control that allows the first user to reject a game play previously entered into said apparatus by the first user.

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212 434. (New) An apparatus as claimed in Claim 430, wherein said display area includes one or more of the following:

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- (a) a current state of the instance of the game;
- (b) a current state of a game tournament being played, wherein said game tournament includes a plurality of users each playing a plurality of instances of the game;
- (c) a description of rules for the game; and
- (d) an identifier for identifying the first user.

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435. (New) An apparatus as claimed in Claim 430, wherein said input area includes one or more controls for entering a wager.

214 436. (New) An apparatus as claimed in Claim 430, wherein said game is blackjack.

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215 437. (New) An apparatus for playing a game on a network, comprising:
a display area for electronically displaying an instance of the game;
an input area for allowing a first user to input a game play for said instance of the game;
5 a communications network connection for communicating game related information
between said apparatus and a game controller, wherein said game controller communicates with
said apparatus via a network, said network also connected to additional network nodes for
allowing simultaneous play of instances of the game with the game controller by a plurality of
users;
10 a control for allowing the first user to cancel a previously entered wager;
a card reader, wherein when an identification card identifying the first user is provided
thereto, data identifying the first user is communicated to the game controller.

216 438. (New) An apparatus for playing a card game electronically, comprising:

a card generator for generating one or more electronic card representations for playing the card game;

5 a game playing engine for playing a first electronic instance of the card game between a first player and a substantially electronic dealer module, wherein the first player is dealt a first sequence of the card representations, and wherein a second player plays a second instance of the card game with the dealer module so that said first and second card game instances overlap in time, and wherein the second player receives a second sequence of the card representations; and
10 wherein, for an initial series of one or more plays by said first player using said first sequence, when said second player also initially plays said initial series of one or more identical plays using said second sequence, then for corresponding identical plays by said first and second players, their corresponding hands of card representations are identical.

- 217 439. (New) An apparatus for playing a card game electronically, comprising:
a card generator for generating card representations for playing said card game
electronically;
- 5 a game playing engine for playing said card game with a plurality of players
simultaneously, wherein said game playing engine transmits, for each player, a corresponding
collection of one or more of said card representations through a communications network to the
player;
- E 10 a timer in operative communication with said game playing engine for changing a time
limit for accepting an input from a first of said players when said first player transmits a
communications network request to change a speed of play of said game.

- 218 217 440. (New) The apparatus of Claim 439, further including a means for changing a
speed of play for the first player without changing a speed of play for a second of said players,
wherein the first and second players are playing the same game simultaneously.

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